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Beatrice Woods



Ethics, bad teaching exam may help critics of Wieden

I've been following the Wieden workshop coverage with increasing distress. That the problem has gone this far, in spite of such well-reasoned and written arguments, without an acknowledgment of dubious teaching methods demonstrated is unacceptable. And since essays on poor teaching have not worked, maybe a simpler, also questionable response will. Here, then, is a quick multiple-choice exam to help

GUEST COMMENTARY

[School of Journalism and Communication] will not encourage or condone any illegal or unethical behavior" most likely means:

A) Students, this means you! No plagiarism or vandalizing school property.

B) All meaning is relative, so who can say what is meant by condone?

C) If given evidence that anyone in the SOJC, be they student, adjunct or faculty, has encouraged illegal or unethical behavior in our students, the school will ensure that person does not

represent the school in the future.

D) We're going to get rid of that rotten Delta House if it is the last thing we do.

2) Ethics Week (April 29-May 6) taught SOJC majors what?

A) A week is seven days. After that, it's a free-for-all.

B) The first ethical rule is: Do no harm to anyone.

C) One's ethical duty is to their employer, first and foremost.

D) As long as it's creative, it's ethical.

3) The SOJC's attempt to explain away student ethical concerns about the Wieden workshop rather than offer any idea how it will prevent such problems from occurring in the future best illustrates which communication theory?

A) The Third Person Effect

B) Agenda Setting

C) Spiral of Silence

D) Wow. You could make an argument for any of these. Maybe Comm Theory was useful after all.

4) The course, Journalism 619 - Teaching and Professional Life, is noteworthy because:

A) There is no such course. It's a red herring that keeps SOJC GIFs off the streets one afternoon a week.

B) It is required only of Ph.D. students in the school, not adjunct or visiting faculty.

C) It reminds us that it's okay for a person in a position of power over a student to exploit that as long as they hope the students will make the right choice.

D) All of the above.

5) Which of the following is not true of Dan Wieden?

A) He is president of the nationally renowned advertising agency Wieden + Kennedy

B) He is responsible for the (in)famous "Just Do It" ad campaign for Nike

C) He is an alumnus of and donor to the School of Journalism and Communication

D) He is a licensed counseling psychologist, able to help you get over your fears. And for an additional \$29.95, he can read your tea leaves.

Answers will be posted outside 310 Allen Hall during Finals Week, if you're not sure of them already.

And, by the way, more than a few of us in the SOJC are sorry this has happened and hope it never does again.

Randy Nichols is a graduate student studying journalism.

Streaker defends J-school

As much as you would like to make Tim Gleason your scapegoat, he's actually on your side. He told me directly that he would in no way support illegal or unethical activity of any kind. It's hard for me to grasp how that reflects poorly on the School of Journalism and Communication.

Gleason expressly warned me not to break the law. I broke the law. I'm the one who ought to take the heat.

I'd be curious to see what proportion of the population has been offended by my illegal act versus those who actually saw some humor in it.

Just picture it: A naked guy sprinting across the grounds of one of

GUEST COMMENTARY

you don't see the humor in that — and cannot justify why the law I broke is valid — I recommend you sign up for the Wieden Workshop next spring, and in the meantime rent the "Caddyshack" series.

Maybe there's something I missed, but it seemed to me your editorial was quick to assume that what I did is unequivocally wrong on the grounds that it was illegal. Let's not forget that the "crime" of public nudity stems from a

American society's most modest establishments. If

traditional social taboo rather than a pragmatic justification. While I apologized to the golfers for having to witness a sight so horrendous as my nude body, the crime is for the most part victimless.

I'm confident that the many old men I "offended" last Tuesday didn't lose any sleep in the days following the illegal act I've committed. At the very least, I think I gave a few crusty dudes something more exciting than their birdie putt on the 5th green to rant about back at the clubhouse over their Tanageray and tonics.

Joe Leineweber is a senior majoring in journalism.

SCHMIDT

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Neil Goldschmidt, who was supposed to save the state's higher-education system. We were the only paper in the country to cover a speech by Los Angeles Times Editor John Carroll, a talk in which he blasted Fox News. Because of our reporting, news of his speech soon made its way across the country. We examined what hindered the process behind the renovation of the University's art museum. Toward the end of the month, we began our coverage of the controversial Dan Wieden workshop.

This month, we did a four-part series on students working to educate themselves while dealing with various disabilities. We kept with the Wieden story, a persistence that may have forced the issue to be ad-

ressed. And we told you what the University hadn't — that the diversity vice-provost position was a stipulation of a lawsuit settlement.

In the process of the year, staff members have earned more than 30 awards on the state, regional and national levels. The paper's redesigned Web site earned national recognition. The Emerald was named the best daily newspaper in a five-state region.

As you can see, we've done our best to keep you informed of not only what you needed to know, but also of what others didn't want you to.

It's been our pleasure to serve you this year, and it's my hope that you've enjoyed reading the Emerald just as much as we've enjoyed bringing it to you.

Contact the editor in chief at editor@dailyemerald.com.

JONES

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The disconnection I had felt was finally beginning to disappear.

It's been a long three weeks, and my view of the workshop still stands the same as it did in the beginning. At the same time, my impression of Dan Wieden's character has greatly changed because of the genuine concern he showed for me and all of the students on Friday. In comparison to last year, students received more attention and respect on the second day of the workshop, making it a truly worthwhile experience.

Not everyone has to agree with my viewpoint, but the least we can do is extend respect to each other, talk about what has happened and acknowledge we both have valid viewpoints.

Contact the columnist at marissajones@dailyemerald.com. Her opinions do not necessarily represent those of the Emerald.

GOT A STORY IDEA? give us a call at 346-5511



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